

# ANNUAL EEO PUBLIC FILE REPORT

**WOWK-Charleston, WV**

**June 1, 2016 through May 31, 2017**

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WOWK-TV

The information contained in this Report covers the time period beginning June 1, 2016 to and including May 31, 2017 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

# Appendix 1 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WOWK-TV

## Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	#3802 – Assistant News Director	3/27/17	QQ	4	A-JJ, OO, PP
2	#3777 – Digital Media Asst./Receptionist	3/27/17	QQ	3	A-JJ, OO, PP
3	#3534 – Reporter/Multimedia Journalist	2/6/17	QQ	5	A-PP
4	#3534 – Reporter/Multimedia Journalist	8/22/16	S	5	A-PP
5	#3533 – News Director	2/20/17	RR	5	A-JJ, OO, PP
6	#3181 – Assignment Editor	11/21/16	QQ	1	A-PP
7	#2918 – Assignment Editor	9/26/16	SS	3	A-PP
8	#2771 – Assignment Editor	9/4/16	RR	1	A-PP
9	#2649 – Maintenance Engineer	8/29/16	TT	4	A-PP
10	#2413 – News Producer	2/13/17	JJ	11	A-K, M-Q, OO
11	#2413 – News Producer	1/9/17	JJ	11	A-K, M-Q, OO
12	#2413 – News Producer	11/21/16	JJ	11	A-K, M-Q, OO
13	#2070 – Creative Services Producer	5/16/16	OO	4	A-K, M-Q
14	#2059 – News Anchor	8/29/16	UU	4	A-K, M-Q, OO
15	#2049 – Integrated Digital Specialist	7/11/16	QQ	1	A-K, M-Q
16	#2021 – Sales Account Executive	7/11/16	JJ	3	A-K, M-Q, OO
17	#2021 – Sales Account Executive	6/13/16	SS	3	A-K, M-Q, OO
18	#1837 – Sports Director	7/18/16	QQ	4	A-K, M-Q
19	#1560 – Executive Producer	10/10/16	QQ	5	A-K, M-Q, OO

Total Number of Persons Interviewed During Applicable Period: 90

## Appendix 2 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WOWK-TV

### Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Art Institute of Pittsburgh	Linda Redlich	<a href="mailto:lredlich@aii.edu">lredlich@aii.edu</a>	412-291-6261	N	0
B	Bishop State Comm. College	Juliette Womack	<a href="mailto:jwomack@bishop.edu">jwomack@bishop.edu</a>	251-662-5371	N	0
C	Cabell Cty Career Tech Ctr	Debbie Jude	<a href="mailto:djude@k12.wv.us">djude@k12.wv.us</a>	304-528-5107	N	0
D	Cabell Cty Comm Serv Org	Charles Holley	<a href="mailto:cholley@cccso.com">cholley@cccso.com</a>	304-529-4952	N	0
E	Case Monroe County	Brenda Elmore	<a href="mailto:belmore@casewv.org">belmore@casewv.org</a>	304-772-3381	N	0
F	Collective Talent	Michael Bille	<a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a>	813-254-9695	N	0
G	Columbia School of Journalism	Anusha Shrivastava	<a href="mailto:As1698@columbia.edu">As1698@columbia.edu</a>	212-854-4150	N	0
H	Concord University	Jenni Canterbury	<a href="mailto:robinettej@concord.edu">robinettej@concord.edu</a>	304-384-5101	N	0
I	CSB School of Broadcasting	Career Services	<a href="mailto:info@gocsb.com">info@gocsb.com</a>	702-614-0718	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
J	Hope Comm. Dev. Corp.	Bonita Perry-Dean	<a href="mailto:hopenwdc@aol.com">hopenwdc@aol.com</a>	304-343-4673	N	0
K	Howard University	Carol Dudley	<a href="mailto:cdudley@howard.edu">cdudley@howard.edu</a>	202-806-6100	N	0
L	Int'l College of Broadcasting	Kenny Pyles	<a href="mailto:swackkid@yahoo.com">swackkid@yahoo.com</a>	937-258-8251	N	0
M	Ithaca College	Eloise Green	<a href="mailto:Eloise@ithaca.edu">Eloise@ithaca.edu</a>	607-274-3011	N	0
N	Media Match	Tammy Romaniuk	<a href="mailto:info@media-match.com">info@media-match.com</a>	000-000-0000	N	0
O	Medialine	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	304-682-8271	N	0
P	Mountain Heart Comm. Services	Earl Smith	<a href="mailto:esmith@mountainheartwv.org">esmith@mountainheartwv.org</a>	304-682-8271	N	0
Q	WV Div. of Rehab Services	David Valentine	<a href="mailto:Stephanie.A.Decker@wv.gov">Stephanie.A.Decker@wv.gov</a>	304-238-1092	N	0
R	LornaDavis Agency	John Derr	<a href="mailto:john@lornadave.com">john@lornadave.com</a>	610-248-1317	N	0
S	WVU-Reed College of Media	Eric Minor	<a href="mailto:Eric.Minor@mail.wvu.edu">Eric.Minor@mail.wvu.edu</a>	304-293-6117	N	1
T	Ohio State University	Dr. Jay Hobgood	<a href="mailto:Hobgood.1@osu.edu">Hobgood.1@osu.edu</a>	614-292-3999	N	0
U	Ball State University	Tim Pollard	<a href="mailto:tpollard@bsu.edu">tpollard@bsu.edu</a>	765-285-1480	N	0
V	Ohio University	Robert Stewart	<a href="mailto:stewartr@ohio.edu">stewartr@ohio.edu</a>	740-593-2606	N	0
W	Ohio University	Tim Sharp	<a href="mailto:sharpt@ohio.edu">sharpt@ohio.edu</a>	740-593-2606	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
X	Ohio University	Mary Rogus	<a href="mailto:rogus@ohio.edu">rogus@ohio.edu</a>	740-593-2606	N	0
Y	Bowling Green State University	Dr. Kathy Bradshaw	<a href="mailto:kabrads@bgsu.edu">kabrads@bgsu.edu</a>	419-372-2542	N	0
Z	Bowling Green State University	Dr. Rick Busselle	<a href="mailto:bussself@bgsu.edu">bussself@bgsu.edu</a>	419-372-2542	N	0
AA	Mississippi State University	Lindsey Morschauser	<a href="mailto:Lcm193@msstate.eud">Lcm193@msstate.eud</a>	662-268-1032	N	0
BB	Mississippi State University	Dr. Jamie Dyer	<a href="mailto:Jamie.dyer@msstate.edu">Jamie.dyer@msstate.edu</a>	662-268-1032	N	0
CC	Penn State University	Ginger Kowalchuk	<a href="mailto:GGK2@psu.edu">GGK2@psu.edu</a>	814-865-0478	N	0
DD	Penn State University	David Stensrud	<a href="mailto:Krs8@psu.edu">Krs8@psu.edu</a>	814-863-3932	N	0
EE	University of Oklahoma	Shelby Hill	<a href="mailto:sheill@OU.edu">sheill@OU.edu</a>	405-325-6561	N	0
FF	WOWK Website	Paula Taylor	<a href="mailto:ptaylor@wowktv.com">ptaylor@wowktv.com</a>	304-343-1313	N	0
GG	WVNS Website	Paula Taylor	<a href="mailto:ptaylor@wowktv.com">ptaylor@wowktv.com</a>	304-343-1313	N	0
HH	WBOY Website	Paula Taylor	<a href="mailto:ptaylor@wowktv.com">ptaylor@wowktv.com</a>	304-343-1313	N	0
II	WTRF Website	Paula Taylor	<a href="mailto:ptaylor@wowktv.com">ptaylor@wowktv.com</a>	304-343-1313	N	0
JJ	Nexstar Website	Corporate	<a href="http://www.nexstar.tv">www.nexstar.tv</a>	972-373-8800	N	27
KK	Marshall University	Website Post	<a href="http://www.marshall.edu/jobtrax">www.marshall.edu/jobtrax</a>	304-696-3170	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
LL	University of Charleston	Website Post	<a href="https://ucwv-csm.symplicity.com/employers">https://ucwv-csm.symplicity.com/employers</a>	800-995-4682	N	0
MM	WV State University	Website Post	<a href="https://wvstateu-csm.symplicity.com/employers/">https://wvstateu-csm.symplicity.com/employers/</a>	304-766-3000	N	0
NN	West Virginia University	Website Post	<a href="https://careerservices.wvu.edu/employers">https://careerservices.wvu.edu/employers</a>	304-293-0111	N	0
OO	Indeed.com	Website Post	<a href="http://www.indeed.com">www.indeed.com</a>	800-642-5842	N	7
PP	TV Jobs	Website Post	<a href="http://www.TvJobs.com">www.TvJobs.com</a>	800-374-0119	N	4
QQ	Employee Referrals	Misc.	Referred by others		N	21
RR	Internal Hires	Misc.	Internal Hires		N	2
SS	Friend/Word of Mouth	Misc.	Referred by others		N	18
TT	Monster.com	Misc.	Posted by others		N	8
UU	LinkedIn	Misc.	Posted by others		N	1
VV	Hotjobs.com	Misc.	Posted by others		N	1

## Appendix 3 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WOWK-TV

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WOWK

	Recruitment Initiative	Description
1	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions.	Erma Byrd Center – Administrative Assistant and General Manager participated in the on-site US Senator Joe Manchin Job & Resource Job Fair on 10/28/16 for the recruitment of job candidates for WVNS, WOWK, WBOY & WTRF. Spoke with potential job candidates for WV Stations.
2	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions.	University of South Carolina – 9/21-9/22/2016 News Director visited and spoke with students from the Senior Semester Class and set up a mock newscast to be critiqued and evaluated. Discussion about how to get their first job in the broadcast industry and the skills that hiring managers are looking for.
3	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions.	West Virginia State University/College Dreams Ignited (WV Women's Commission) 10/14/16- News Director spoke with and meet with recruits wanting to earn a college degree and related information about the broadcast industry. Also participated in a discussion group about resources to help women in the workforce. WOWK-TV also provided news coverage of the event.
4	Participation in activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	Radio/Television/Digital News Association of the Carolinas – Charlotte, NC (Charlotte Motor Speedway) 11/11/16-News Director met with 40 students to discuss hiring opportunities and skills that news directors are looking for in candidates. Presented award winning examples of reporting, producing, anchoring, and weather skills. Also led a discussion on helping minorities with more exposure to the workplace.

	Recruitment Initiative	Description
5	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	West Virginia Broadcasters Association- on 4/1/17, General Manager and News Director attended a seminar representing WVNS/WOWK/WBOY/WTRF presented by Jackson Kelly PLLC on the requirements of the FCC EEO opportunities regulations.
6	Participation in activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	WV Gear Up Career Academy Expo – Charleston Civic Center 4/13/17: News Anchor/Reporter participated in the college access program that works with many first generation, low income students from the state of WV. She was able to speak with students during the Expo about News and Investigative Reporting during the career academy.